



Utah Co-op Proposal



AAA will design and produce a custom sales piece for Utah Tourism to be distributed to AAA members in Arizona and Southern California. The resulting co-op magazine section will offer the state's industry marketing partners the opportunity to participate in an affordable advertising campaign whose rates are offset, in part, by a financial commitment from Utah Tourism.



Distribution Area
Southern California

Circulation
500,000 select AAA homes

Target
\$100,000 HHI, high propensity to travel

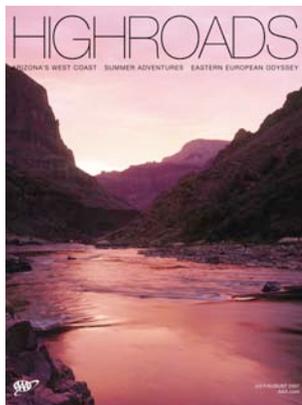
Utah co-op advertising program details

Format
Special Utah Section insert March/April 2009

Co-op partner advertising rates (NET)*

	<u>Westways</u>	<u>Highroads</u>
Full-page	\$10,140	\$7,520
1/2-page	\$5,560	\$4,140
1/4-page	\$3,050	\$2,270

Space 12-19-08 --- Materials 12-29-08



Distribution Area
Arizona

Circulation
490,000 AAA homes
(full circulation)

For Advertising Information Contact:

Michael Huffman

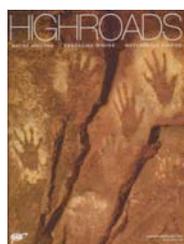
877-416-3441 ★ mike@huffmanmedia.com



2009 UOT/AAA Special 2 page option



AAA Western Magazine Network will offer 2 page spreads in each of 3 titles targeting Denver, Phoenix, and Los Angeles as an alternative to our special sections. Total member household circulation is **1,320,000** in Utah's target markets. Member Readers totaling **2,772,000**.



Utah advertising program details

Format & Issue

2 page Spreads March/April 2009

2-page spread rates (NET)*

Circulation	500,000	490,000	330,000
S. California	Arizona	Colorado	
	<u>Westways</u>	<u>Highroads</u>	<u>Encompass</u>
2-page Spread	\$18,000	\$16,915	\$14,841

Space Deadline 12-19-08 --- Ad Materials due 12-29-08

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